ScanmarQED

REPORT

marketing effectiveness trends

2026

Introduction

Intelligence is only valuable when it is orchestrated across people, processes, and tools.
This is the defining theme shaping marketing analytics in 2026.
Marketers are entering a year where the pressure for clarity, speed, and accountability has never been higher. Budgets are holding steady, not accelerating, yet expectations for AI-enabled decision-making continue to rise and leadership teams are demanding insight cycles that move at the pace of the business. Yet our 2026 survey reveals a widening gap between aspiration and operational readiness. The foundations needed to power advanced measurement: unified data, reliable attribution, integrated workflows, and skilled teams, are not keeping up.

The findings show a market standing at a strategic crossroads. Despite strong investment signals, measurement maturity is stalling, constrained by fragmented systems and inconsistent data quality. AI ambitions far exceed what current infrastructures can support, with many teams experimenting in silos rather than deploying AI in ways that meaningfully influence decisions. And while marketers overwhelmingly want unified, real-time, cross-channel measurement ecosystems, they lack the expertise, tooling cohesion, and governance frameworks to make this a reality.

What's clear is that marketers are no longer debating whether to use AI or advanced analytics. They are focused on how to operationalize them safely, consistently, and at scale. The challenge is no longer access to technology; it is the orchestration of that technology with the right processes and the right people.

The Key Takeaway

This year's survey of 100+ marketing, analytics, and insights professionals highlights a market defined by optimism but constrained by fragmentation. AI adoption is maturing, but measurement systems remain disconnected. Teams want faster insight cycles, but slow modeling processes and data silos persist. Budgets are stable, but the ability to justify and optimize those budgets remains uneven. The implication for 2026 is clear: success will belong to organizations that can integrate, harmonize, and activate intelligence.

Intelligence is only valuable when it is orchestrated across people, processes, and tools.

This is the defining theme shaping marketing analytics in 2026.

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Table of contents

Introduction	2
Key Industry Findings	5
Emerging Marketing Effectiveness Trends and Challenges	10
The Role of Marketing Mix Modeling	16
The State of Multi-Touch Attribution	22
Opportunities in 2026	24
Conclusion	26
About	28

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Message from our CEO

'Real progress happens when people, processes, and technology work together to produce coherent, actionable intelligence.'
Marcel van der Kooi, Chief Executive Officer



As we look ahead to 2026, it's clear that the marketing measurement ecosystem is continuing to evolve, but not always in the ways many expected. Last year, our survey highlighted meaningful progress: nearly 80% of respondents had improved their measurement capabilities, signaling growing maturity and commitment across the industry. Yet it also revealed persistent obstacles: fragmented systems, lack of integration, and resource constraints that limited the ability to turn insights into action.

This year's findings show that while the ambition for more advanced, AI-enabled measurement has accelerated, the underlying challenges have become more structural. More than 53% of marketers still struggle to attribute returns to specific marketing efforts, and 34% report that they lack unified data across channels, almost unchanged from the fragmentation concerns noted last year. And despite steady budgets, 36% say that measurement itself is constrained by limited resources.

What's shifted is the expectation landscape. Marketers are now required to scale AI and rely on its output in real business decisions. But when workflows are fragmented, data lacks integrity, and measurement isn't grounded in a unified system. AI becomes a liability instead of an advantage. The gap isn't in ambition; it's in the operational discipline needed to make AI deliver.

At ScanmarQED, we believe the next frontier in marketing measurement is not more tools, but better orchestration. Real progress happens when people, processes, and technology work together to produce coherent, actionable intelligence. This is where we continue to focus our innovation: harmonizing data across platforms, accelerating insight cycles, and ensuring that MMM, MTA, and experimentation reinforce one another rather than compete for attention.

Our role is to help organizations translate ambition into operational reality. To move from fragmented measurement to integrated intelligence and to ensure that teams have the clarity, confidence, and capability to act decisively, even in an environment defined by complexity.

This year's report is designed to give you the clarity and conviction to move decisively. Organizations that invest in disciplined, insight-driven operations will lead the next phase, and as you move in that direction, we're committed to being a partner in this journey through 2026 and well beyond.

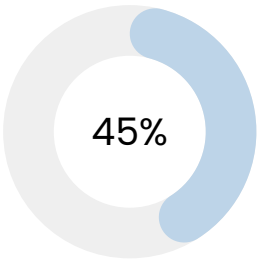
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Key Findings

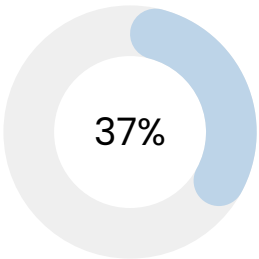
Budgets Are Steady, but Confidence in Measurement Is Not

Are companies planning to increase marketing budget for 2026?

Yes, increase significantly	Yes, increase slightly	No change	Planning to reduce
10%	35%	43%	12%



Planning to increase budget 2026



Were planning to increase budget 2025

Marketers expect 2026 to be a year of intensifying competition and elevated pressure to perform.

Nearly half of respondents plan to increase their budgets, 35% slightly and 10% significantly, on par with last year where 37% planned a modest budget increase, signaling a steady but cautious investment environment.

These findings are significant because even steady investment without stronger measurement confidence leaves marketers exposed to budget scrutiny and strategic missteps. Leaders expect proof of impact, but teams lack the clarity to demonstrate it.

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Challenge

Marketers are expected to deliver higher returns without having the capability to measure or validate the impact of their decisions. Budget pressures compound the problem: 36% cite lack of financial resources as a barrier to effective measurement itself, meaning measurement maturity is often sacrificed first when budgets tighten. This creates a self-reinforcing cycle: poor measurement leads to inefficient spend, which further erodes trust in investment decisions.



Actionable Insights

This key finding highlights the need for marketers to strengthen the foundations of their measurement systems, so steady budgets translate into real performance gains. That means unifying data across channels, automating manual processes to speed up insight cycles, and integrating measurement tools to create a consistent, end-to-end view of impact.

By improving data quality and accelerating access to actionable insight, marketers can more confidently justify spend, identify inefficiencies earlier, and make evidence-based decisions that enhance both strategic planning and day-to-day optimization.

unify data across channels

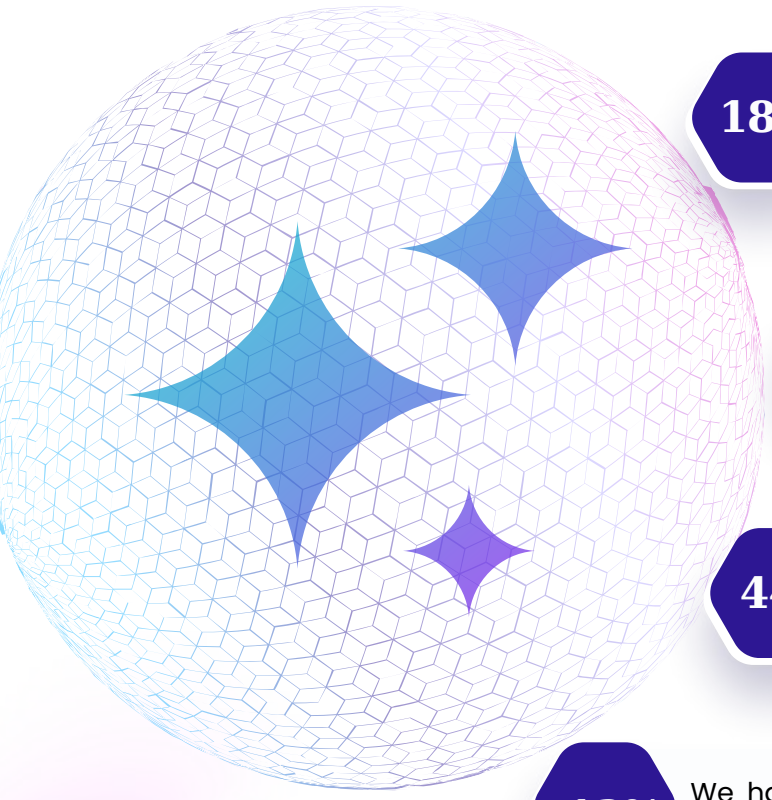
automate manual processes

integrate measurement tools

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Key Findings

AI Ambition Outpaces Readiness



18% Have scaled AI across multiple marketing functions and workflows

25% Not actively using AI, or only in very low-key/experimental ways

44% Experimenting with AI in isolated use cases

13% We have defined pilots with clear goals but limited scope

AI has shifted from experimentation to expectation. AI is no longer optional, but most teams aren't yet equipped to use it effectively.

This year, only 18% of marketers report having AI scaled or fully embedded into measurement and decision-making, while a much larger 44% remain stuck in isolated pilots or experimental use cases. Another 25% are barely using AI at all.

The slow pace of adoption is significant because it shows a widening execution gap: expectations for AI-driven efficiency and competitive edge are rising, yet most organizations lack the data quality, integration, and workflow maturity required to make AI trustworthy or decision-ready.

As a result, many marketers risk overestimating the promise of AI while underinvesting in the foundations that determine whether AI actually improves accuracy, speed, or strategic clarity.

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Challenge

This mismatch between ambition and execution creates a growing structural risk: teams are being asked to make faster, smarter, AI-assisted decisions, yet the underlying data, processes, and expertise remain fragmented.

When AI is deployed without unified, high-quality inputs or clear governance, it can amplify noise, generate misleading insights, and steer budget decisions off course.

The **danger** is not that organizations lack AI, it's that they rely on it before they're operationally prepared, widening the gap between what leaders expect and what teams can confidently deliver.



Actionable Insights

This survey insight underscores the need for organizations to build a unified, high-quality data foundation for AI.

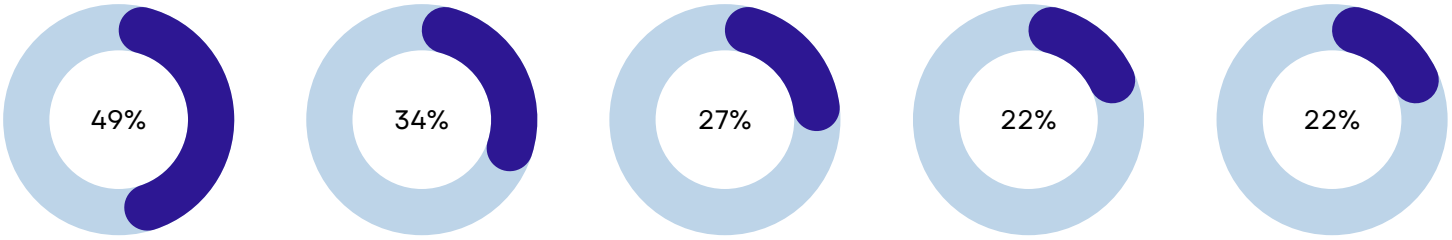
Consolidating sources, standardizing structures, and enabling flexible workflows ensures AI generates reliable, actionable insights.

With these elements in place, AI can move from experimentation to practical applications in predictive analytics, scenario planning, and real-time decision-making.

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Key Findings

The Biggest Marketing Challenges



Budget constraints | **Measuring ROI** | **Adapting to AI** | **Attribution across platforms** | **Customer retention**

The 2026 survey reveals that marketers are grappling with compounding pressures that make effective decision-making increasingly difficult. Budget constraints have surged to become the most frequently cited challenge (49%) - a dramatic jump from last year, when only 5% of marketers expected budget to be their biggest challenge in 2025.

This shift eclipses prior concerns: measuring ROI (34%), adapting to AI (27%), attribution across platforms (22%), and customer retention (22%). And where last year 45% identified attribution complexity as their top concern, the 2026 picture tells a deeper story: marketers are now being asked to deliver more impact with tighter budgets, more fragmented customer journeys, and rising internal pressure for data-driven clarity.



These findings indicate a clear shift in the landscape. The challenge is no longer simply managing an expanding set of channels; it's navigating increasing complexity with constrained resources.

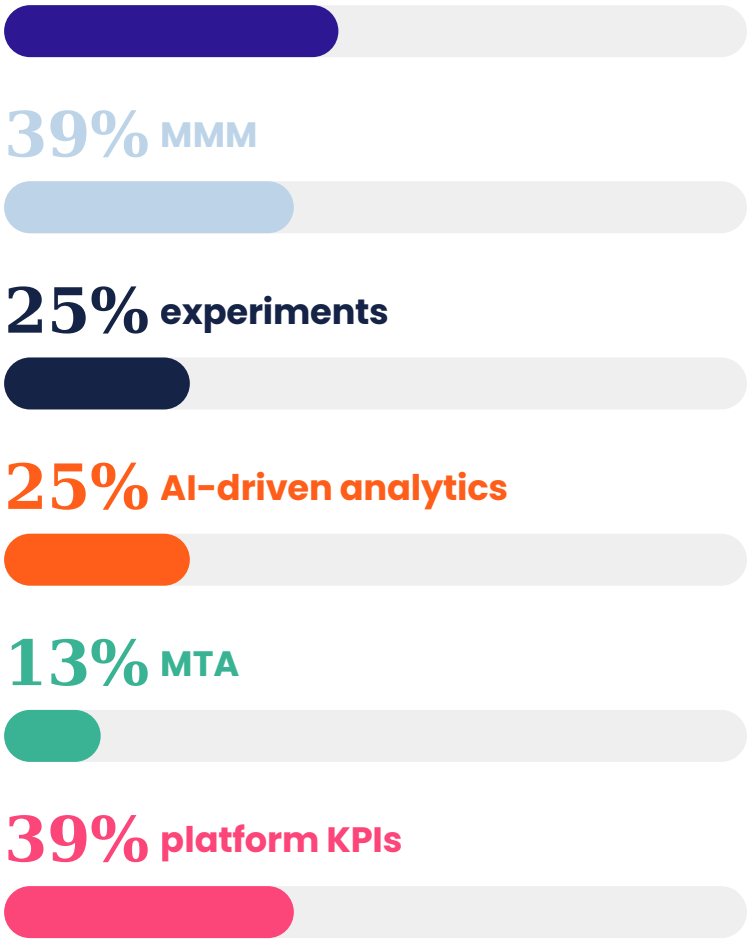
Rising expectations for personalization, evolving consumer behaviors, and greater internal demand for clarity mean that marketers must make more confident decisions in an environment where both time and budgets are under pressure.

Rather than volatility, it's the accumulation of these structural demands that is reshaping what "effective marketing" requires in 2026.

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Marketing Measurement Trends & Challenges

Rising Complexity exposes the limits of Current Measurement Approaches



Tools

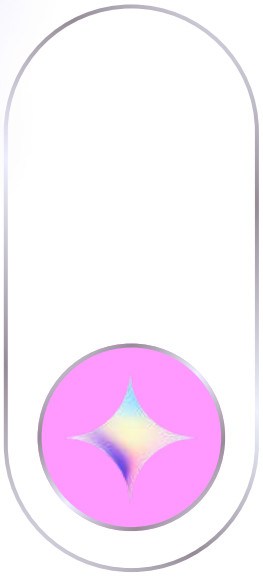
This year, marketers reported using a broad set of tools: 45% rely on survey-based research, 39% use MMM, 25% use experiments, 25% deploy AI-driven analytics, 13% use MTA, and 34% still lean heavily on platform KPIs.

Yet despite this expanding toolkit, 62% of respondents say they do not combine MMM, MTA, and experiments in a unified way – an almost identical challenge to last year, where the lack of measurement integration was one of the most cited pain points.

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Even as marketers adopt more sophisticated tools, the proliferation of disconnected systems is making measurement harder, not easier. The shift toward AI-driven analytics and predictive modeling is increasing the technical sophistication required to interpret results, while privacy constraints are reducing the amount of data available for attribution and testing.

Last year's report already highlighted this tension: more advanced techniques were gaining popularity, but data silos and lack of integration remained the top barriers. The 2026 findings reinforce that little progress has been made in resolving these underlying issues.



For marketers, the message is clear: tool proliferation without integration creates confusion. When MMM, MTA, platform KPIs, qualitative research, and experiments all offer different answers, teams struggle to turn insights into action.

Actionable Insights

Marketers don't need one all-encompassing tool. They need better orchestration between methods. For example, use MMM for strategic planning, MTA for tactical optimization, and experiments for validation, while embracing differences between them as learning opportunities.

Build cross-functional review forums to align interpretation across teams, strengthen decision-making, and ensure insights drive confident action. Success depends less on more tools and more on skilled people who can connect the dots and turn data into impact.

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Marketing Measurement Trends & Challenges

Barriers to Effective Measurement

The 2026 survey reveals that marketers continue to face deep structural challenges that prevent them from measuring the true impact of their marketing efforts. More than half of respondents, a staggering 53%, say they struggle to attribute return to specific marketing activities, making it difficult to understand what is genuinely driving performance.

At the same time, 34% report a lack of unified, reliable data across channels, while 36% cite budget constraints as a limiting factor.

53%

struggle to attribute return to specific marketing activities

34%

report a lack of unified, reliable data across channels

36%

cite budget constraints as a limiting factor

This combination is especially revealing because it exposes a contradiction at the heart of modern marketing: leadership demands precision, accountability, and evidence-based investment, yet teams lack the data foundation, resources, and tools to deliver it.

Compared with last year's concerns about rising media costs and increasing complexity in paid channels, the 2026 findings indicate a shift in the bottleneck.

The problem is no longer just what is happening in the market, it is the inability of internal systems and infrastructure to interpret it.

These structural weaknesses weaken both strategic planning and day-to-day optimization, leaving marketers increasingly dependent on incomplete or conflicting insights.

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Challenge

Without reliable attribution, unified data, and sufficient resources, marketers are forced to make decisions with incomplete visibility. This leads to misallocated budgets, duplicated efforts, and reduced confidence in measurement outputs.

For organizations facing intensified competition and rising expectations for accountability, this is a critical risk. Teams may focus on easily measurable channels at the expense of long-term brand growth or lean too heavily on platform KPIs that fail to capture true incrementality.

Without breaking the cycle, marketing performance is constrained not by creativity or opportunity, but by operational limitations.

Inspire teams to turn insight into bold, market-moving decisions

Actionable Insights

Marketers can make meaningful progress by focusing on people and processes as much as technology. Start by aligning teams around a shared definition of success: what impact looks like and how it's measured.

Build cross-functional data routines that bring finance, analytics, and marketing together to validate results and reconcile differences between models. Strengthen data foundations gradually, integrating key sources and improving governance before layering on complex tools.

Above all, empower teams to interpret results critically and translate them into business decisions, because effective measurement depends less on having more data and more on knowing how to use it.

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Marketing Measurement Trends & Challenges

Talent and Workflow: The Hidden Bottleneck

While measurement tools and methodologies are increasingly sophisticated, the survey reveals that the real gap lies in talent and workflow integration. 50% of respondents identify lack of internal expertise as a key barrier to implementing open-source MMM packages, for example.

43% report insufficient expertise for MMM, 36% cite budget constraints that limit team capability and for MTA, 36% struggle with high complexity and lack of internal skills. These figures underscore a clear trend: the availability of advanced tools alone is not sufficient to generate actionable insights.

43%

Insufficient expertise for **MMM**



36%

Budgets limit **team capability**



36%

Lack of internal skills for **MTA**



Compared with last year, when marketers primarily flagged complexity in paid channels and multi-platform attribution, this year's survey responses highlight a shift. The challenge is no longer just external, navigating channels and platforms, but internal: teams now face increasingly technical demands to implement and interpret advanced measurement methodologies.

For marketers, this gap translates into slower execution, underutilized tools, and lost opportunities to optimize campaigns effectively. The survey makes it clear that sophisticated software does not automatically equate to improved measurement; human capital and workflow design are equally critical.

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Challenge

This widening expertise gap creates a bottleneck across organizations.

Teams may have access to MMM, MTA, experiments, and AI-powered analytics, but without skilled personnel to interpret outputs, integrate methods, and embed findings into decision-making, measurement remains superficial.





Actionable Insights

To close the talent and workflow gap, organizations should combine technology with strategic partnerships that bring both expertise and practical guidance. These partners could include specialist consultancies, agencies, or platform providers who understand the complexity of modern measurement and can help navigate it as a trusted advisor or training partner.

Effective, solutions balance technical sophistication with accessibility, providing guided workflows, validation processes, and collaboration tools that help teams interpret outputs confidently.

By embedding structured practices and cross-functional collaboration, brands can turn advanced analytics into actionable insights, improve decision-making, and ensure measurement informs both strategic and day-to-day marketing actions.

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The Role of Marketing Mix Modeling

The State of MMM Adoption and Operational Readiness

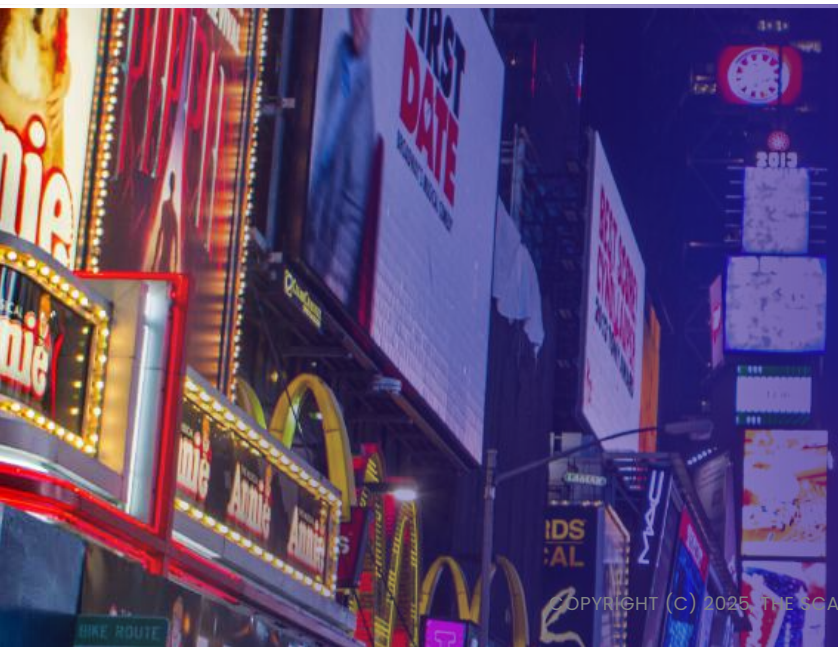
Marketing Mix Modeling (MMM) remains central to measurement, but operational readiness is uneven.

While 85% of marketers using MMM express confidence in their insights, only 39% actively use it today.

Key barriers persist: 43% cite lack of expertise, 34% report high costs, and 31% struggle with data availability or quality. Update patterns show progress: 42% update models ad hoc (up from 26% last year) and 41% refresh weekly, monthly, or quarterly (up from 27%), reflecting a slow shift toward more embedded workflows. Integration with other tools: experiments, MTA, AI-driven analytics, and platform KPIs, remains limited, constraining insight triangulation.

How often do you update or refresh your MMM analysis?

42%	Ad hoc
11%	Annually
6%	Twice per year
20%	Quarterly
14%	Monthly
7%	Weekly



Teams rely on a wide array of measurement tools: MMM (39%), experiments (25%), AI-driven analytics (25%), attribution (22%), and platform KPIs (34%), but these insights are rarely integrated in a strategic framework.

Across the findings, the pattern is consistent: MMM is valued, but its operationalization depends heavily on the organization's resources, complexity, and data maturity.

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Challenge

The challenge is not that all organizations should run MMM continuously; many brands with simpler media mixes or smaller budgets are right to use MMM periodically.

Instead, the issue is one of alignment: teams that do rely on MMM for ongoing planning or tactical decision support often lack the data foundations, workflow consistency, or internal expertise needed to extract repeatable value. This misalignment can create gaps: models that are updated too infrequently for the decisions they're meant to inform, or toolsets that can't be triangulated effectively.

The result is not failure, but inefficiency: insights may arrive later than needed, confidence fluctuates across cycles, and teams struggle to maintain a steady measurement rhythm in markets that increasingly reward agility.

Actionable Insights

Improving MMM readiness starts with ensuring that the operating model matches the organization's needs. For teams using MMM as a periodic strategic tool, the focus should be on clean, harmonized data inputs and clear scoping so each cycle delivers high-value insights without unnecessary complexity. For organizations aiming for more continuous guidance, automating refreshes, strengthening data pipelines, and upskilling analysts become critical enablers.

By building the right level of capability for their scale and objectives, marketers can move from sporadic insight generation to a reliable, fit-for-purpose measurement practice that supports smarter planning and more confident investment decisions.

Integrating **MMM** with **MTA**, **Experiments**, and other measurement approaches, helps validate findings and creates a more resilient decision framework.

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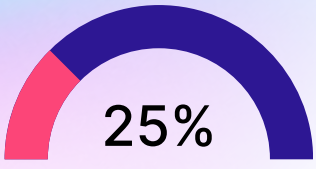
The Role of Marketing Mix Modeling

Emerging Priorities and Strategic Focus for MMM in 2026

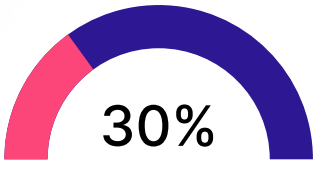
Marketers are approaching 2026 with a clearer understanding of what MMM needs to deliver. This year's survey reveals that the most significant areas of focus are better data quality and integration (36%), integration of MMM with other measurement solutions (33%), lower costs (30%), more frequent updates and faster time to insight (25%), and better measurement of long-term effects (31%).

These priorities reflect a shift from simply "running MMM" to ensuring it is actionable, scalable, and connected to day-to-day decisions.

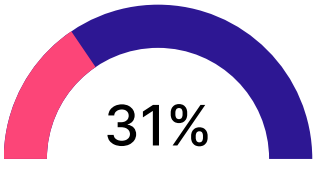
Compared with last year's emphasis on automation and faster cycles, this year's focus reveals a more mature outlook: one that recognises that MMM's value depends on the quality of inputs, the frequency of refreshes, and the ability to connect insights across channels.



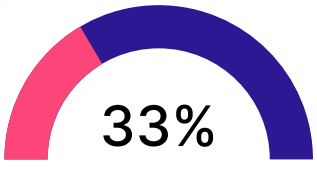
More frequent updates



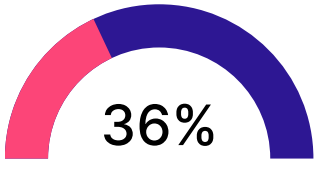
Lower costs



Better measurement of long-term effects



Integration with other measurement solutions



Better data quality and integration

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Challenge

Without aligning MMM efforts to these emerging priorities, teams risk reinforcing the same bottlenecks that limited progress in past years. Slow update cycles prevent timely adjustments.

Weak integration with other measurement tools creates conflicting signals. Poor data quality reduces model reliability. And without the ability to quantify long-term effects, MMM cannot support brand investment decisions that extend beyond immediate ROI pressures.

Actionable Insights

Marketing teams should prioritise improving data integration across platforms, embedding MMM into unified measurement ecosystems, and designing workflows that support more frequent updates. Strengthening the measurement of long-term effects allows MMM to inform not only tactical optimizations but also strategic brand planning.

A forward-looking approach, built on high-quality data, faster cycles, and cross-method integration, positions MMM as a continuous, decision-driving capability rather than an isolated analytical exercise.

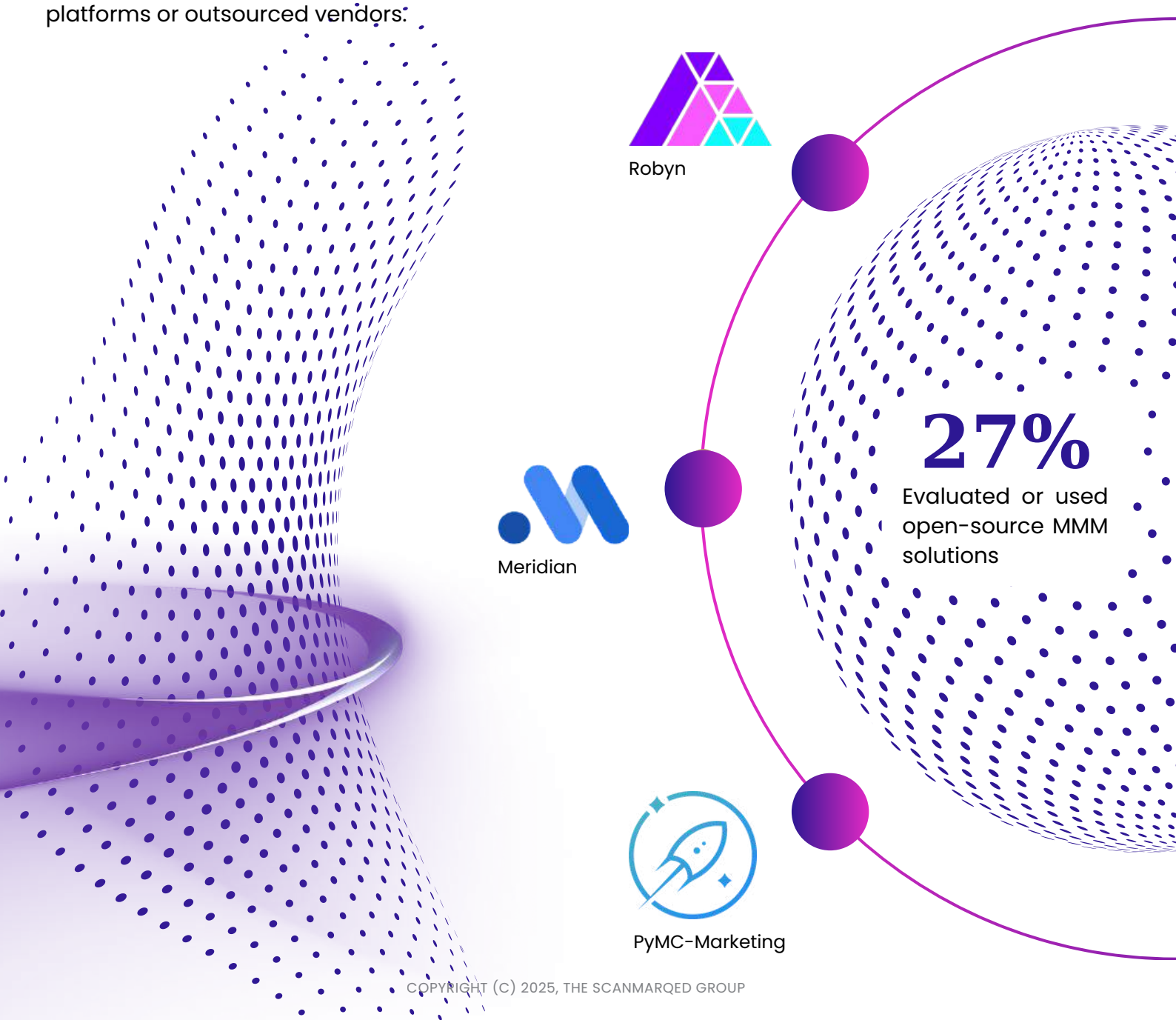
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The Role of Marketing Mix Modeling

The Rise of Open-Source MMM: Opportunities and Operational Barriers

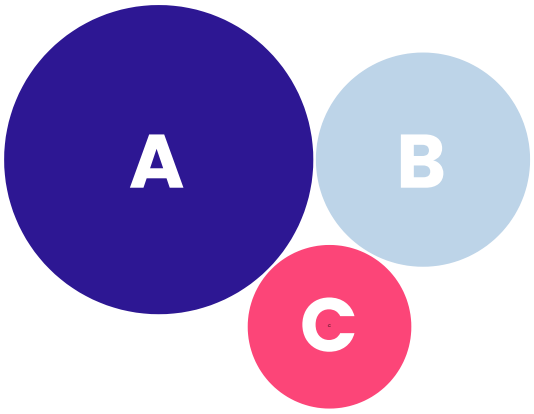
Open-source MMM tools are gaining traction: 27% of organizations have evaluated or used solutions such as Meridian, Robyn, or PyMC-Marketing. Adoption is driven by cost savings (41%), flexibility and customization (33%), and better integration with existing data stacks (32%).

This shift reflects marketers' desire for more controllable, transparent, and adaptable measurement systems, especially as teams look for ways to scale MMM without relying solely on proprietary platforms or outsourced vendors.



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The Role of Marketing Mix Modeling



What challenges have you encountered when implementing open-source MMM packages?

A. 50% Lack of internal expertise

B. 24% Data requirements

C. 14% Technical complexity

Challenge

Lack of internal expertise (50%), data requirements (24%), and technical complexity (14%) are various concerns for teams without strong data science capability.

Open-source MMM tools promise flexibility and low upfront cost, but in practice can demand significant data science and MMM expertise, and ongoing maintenance (creating a risk of misuse, poor data/input choices, and misinterpretation of results).

They may also lack the UX to interpret the outcomes, make fast changes to the model configuration, governance, collaboration features, and end-to-end structure needed for cross-functional marketing teams, often leading to less transparency and control than expected.

Some solutions on the market offer easy **'no-code'** interfaces to these packages, enabling teams to work with multiple open-source models within a single environment, compare outputs, and reduce operational friction.

Actionable Insights

Marketing teams exploring open-source MMM should focus on building internal expertise, establishing clear implementation workflows, and ensuring seamless integration with existing data ecosystems.

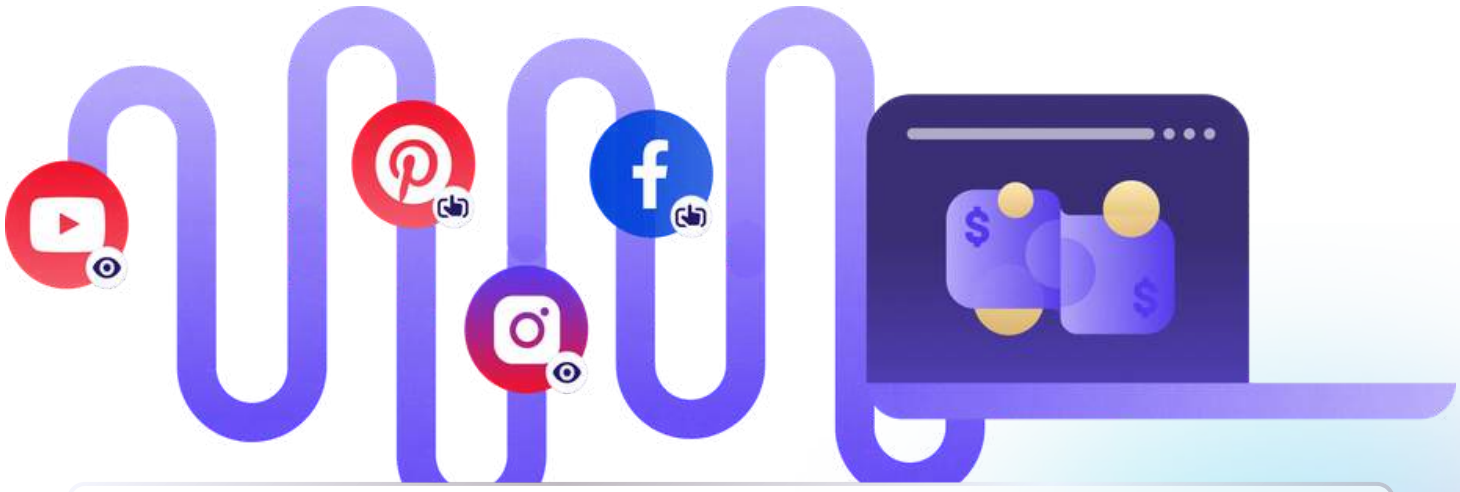
Documenting processes, validating model outputs regularly, and aligning open-source tools with broader measurement frameworks help maintain reliability and actionable insight.

When combined with the right training, governance, and infrastructure, open-source MMM can provide a flexible, scalable, and cost-effective approach that complements other measurement methods. But given the potential hidden costs, marketing teams should also evaluate commercially supported solutions with fully guided workflows to assess the full cost of operation.

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The State of Multi-Touch Attribution

AI Ambition Outpaces Readiness



The survey highlights where the market currently stands: 37% of respondents still rely on single-touch attribution for budget allocation, while 42% do not use MTA at all, and only 21% actively work with multi-touch models.

The reasons are clear: data integration challenges, complex customer journeys, and the need to track in a compliant way remain significant barriers. Taken together, the data shows that while there is strong interest in advanced attribution, execution capabilities are still catching up.

Far from signaling stagnation, these trends suggest a market in transition, with marketers gradually moving from deterministic approaches toward more flexible, uncertainty-aware methods.

37%

Rely on single-touch attribution

42%

Do not use MTA at all

21%

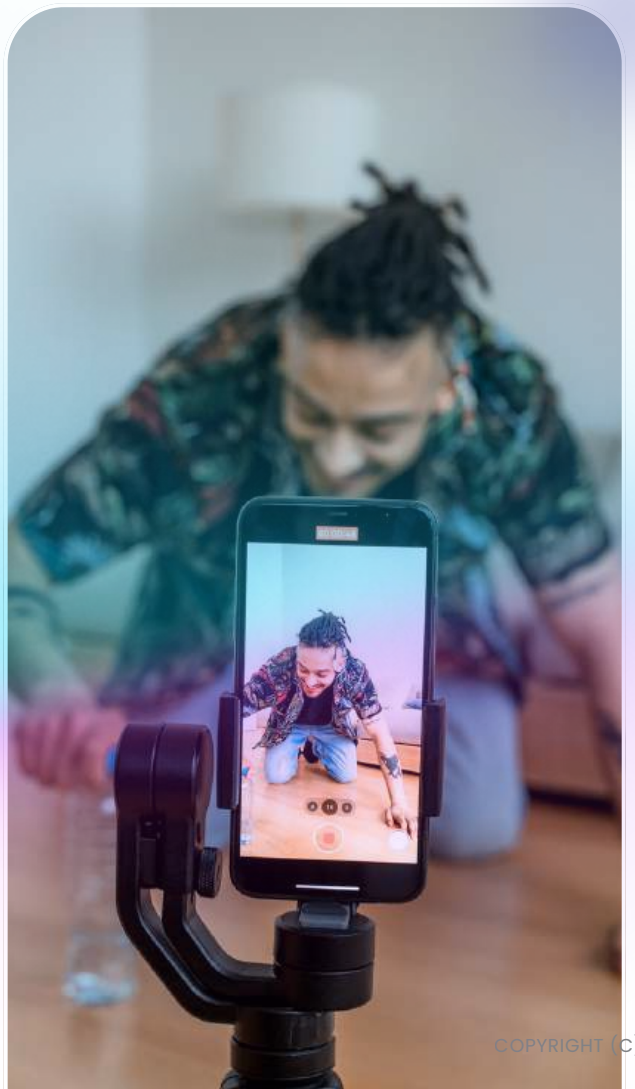
Actively work with multi-touch models

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Challenge

Traditional MTA was built for an environment with precise tracking, but as device identities fragment and privacy constraints limit data availability, deterministic models struggle to capture complete customer paths. Most marketers recognize these limitations and are exploring ways to overcome them.

The challenge is not that MTA is obsolete, it is that it must evolve. Integrating probabilistic methodologies allows MTA to generate reliable insights even with incomplete data, while combining MTA with complementary approaches, such as MMM and experimentation, creates a more holistic and actionable measurement framework.



A practical path forward doesn't require perfect conditions. Modern MTA platforms can be deployed quickly and start delivering value early on by handling much of the heavy lifting such as data ingestion, identity resolution, normalization, and ongoing model tuning.

This way teams don't need to build these capabilities themselves which reduces operational complexity and speeds up learning.

Actionable Insights

Even with stricter privacy rules and fragmented identifiers, uncovering meaningful cross-device patterns is still achievable. Probabilistic matching provides a compliant way to connect touchpoints without deterministic identifiers and pairing it with server-side tracking improves data consistency and reduces browser-level loss.

Across all of this, the takeaway is clear: MTA is only as strong as the data beneath it. Investments in clean event streams, clear taxonomies, and reliable integrations improve attribution and strengthen every other analytics workflow. Modern platforms help reinforce this by embedding harmonization and quality controls directly into their pipelines.

The long-term aim is a measurement framework that adapts to signal loss and uses every available source of truth. When MTA works alongside MMM and experimentation, organizations gain a more complete, resilient understanding of marketing effectiveness—supporting both fast tactical decisions and long-term strategy.

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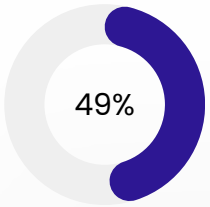
Opportunities in 2026

A Shift Toward Integrated, Real-Time, and AI-Enhanced Measurement

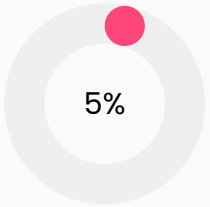
The 2026 survey shows marketers concentrating on the same core enablers as last year: 40% plan to invest in internal expertise, 36% in real-time tracking, 31% in data harmonization, and 27% in AI and machine learning.

While last year 65% emphasized advanced attribution, this year's priorities are a continued recognition that sophisticated measurement depends on strong foundations.

This is amplified by a dramatic rise in budget pressure: 49% now cite budget as their biggest challenge for 2026, up from just 5% last year. With resources tightening, teams are focusing on the capabilities that reliably unlock value rather than expanding complexity.



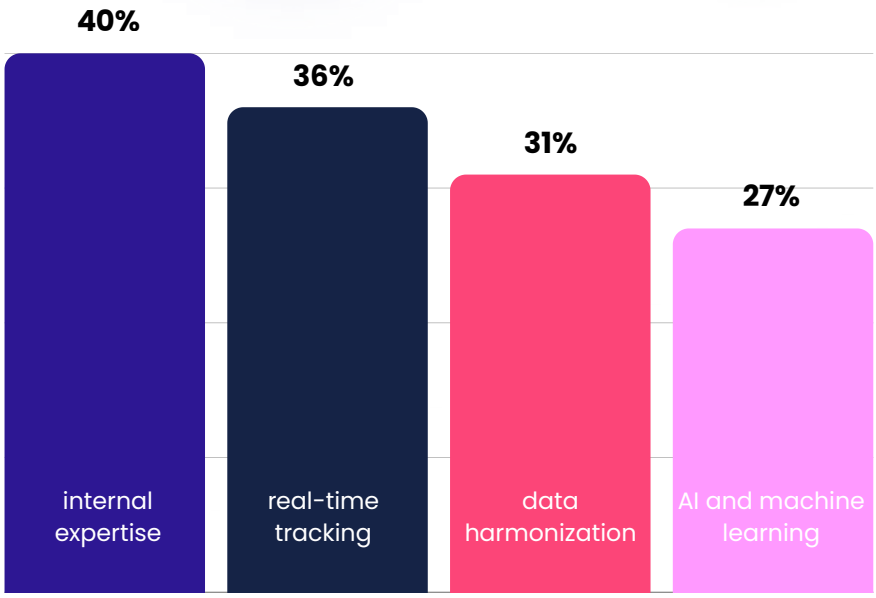
2026
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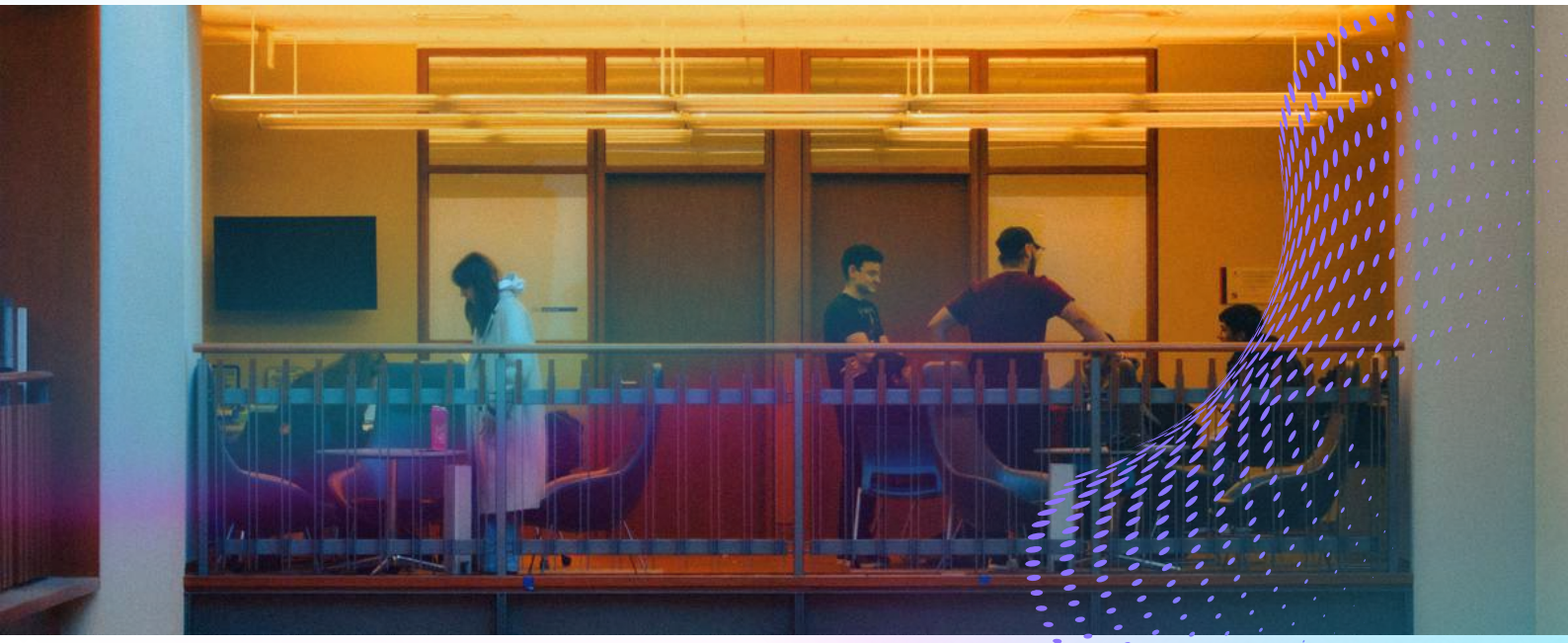
2025
5%

49% now cite budget as their biggest challenge for 2026, up from just 5% last year

In which areas are you planning to invest or prioritise in 2026?



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Challenge

The core obstacle is operational, not conceptual. Marketers want more integrated, real-time, AI-enhanced systems, but fragmented data and disconnected tools still constrain progress. Thirty-four percent struggle with unified data and 29% with system integration; issues that become more acute when budgets are tight.

Rather than moving away from advanced analytics, the findings show that teams increasingly understand these methods only perform well when supported by clean data, integrated workflows, and skilled practitioners.

Actionable Insights

The opportunity for 2026 is to reinforce the measurement foundations that make every downstream investment more effective. Harmonized data, interoperable systems, and streamlined workflows allow AI, MMM, and MTA to deliver faster, more reliable insights. Prioritizing clean event streams, integrated platforms, and clear governance equips analysts to work efficiently and strengthens the overall measurement ecosystem.

With these elements in place, organizations can close the gap between intention and execution, even under tighter budgets, and translate strategic ambitions into measurable performance.

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Conclusion

From Fragmented Measurement to Integrated Intelligence

The 2026 landscape makes one thing unmistakably clear: marketing effectiveness is no longer constrained by a lack of tools; it is constrained by the ability of organizations to orchestrate intelligence across people, processes, and technology.

Ambition is high, but readiness is uneven. AI is expected to guide decisions, yet the underlying infrastructure often can't support trustworthy outputs. MMM, MTA, and experiments coexist, but rarely in a cohesive system. And with budgets tightening, the cost of fragmentation is rising.

The companies that will lead the next phase are those that treat measurement as an operating model, not a collection of methods. Their advantage comes from integrated data, faster insight cycles, and teams equipped to interpret analytics confidently. The shift underway is clear: marketers are prioritizing foundational capability — unified data, real-time access, and stronger internal expertise — because without these elements, advanced analytics cannot scale.

A clear vision for 2026

Winning organizations will move toward a unified, always-on intelligence layer where:

- Data is harmonized across platforms
- MMM, MTA, experimentation supported by AI work in concert
- Insight cycles match the pace of planning and optimization
- Teams have the skills and governance to act decisively

This is not just about sophistication; it is primarily about operationalization.

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What companies should start doing:

1. Unify the data backbone

Clean, consistent data is the fastest way to strengthen every measurement method and make AI reliable.

2. Orchestrate methods, don't accumulate tools

Provide clear roles for MMM, MTA, and experiments as part of your measurement program, aligned through shared interpretation.

3. Accelerate insight cycles

Modernize workflows so models refresh when the business needs them, not when resources allow.

4. Invest in expertise and guided execution

Upskill teams and leverage partners who bring structure, governance, and methodological depth.

5. Make AI safe and decision-ready

Embed AI into well-defined processes with transparent data and clear validation.

The path forward is operational, not conceptual. Organizations that integrate their data, align their methods, and empower their teams will unlock the full value of AI and advanced analytics, turning measurement into a strategic advantage in 2026 and beyond.

ScanmarQED is committed to partnering with organizations on this journey to close the gap between ambition and execution, not just by delivering technology, but by helping teams navigate the complexity of modern measurement, build confidence in their methods, and operationalize processes that scale.

Through a combination of flexible tooling, deep expertise, and collaborative support, we enable you to set up an operating model where integrated intelligence becomes repeatable, dependable, and a true driver of performance.

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About

This report is based on a cross-industry survey of marketing, analytics, and insights professionals, conducted through YouGov's panel with 100 participants. It presents key trends, pressing challenges, and practical strategies shaping 2026.

ScanmarQED provides practical analytical solutions for marketing and sales professionals. Our data-driven software and consulting services are designed to help you make informed decisions to optimize your marketing and sales strategy and achieve your business goals.

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